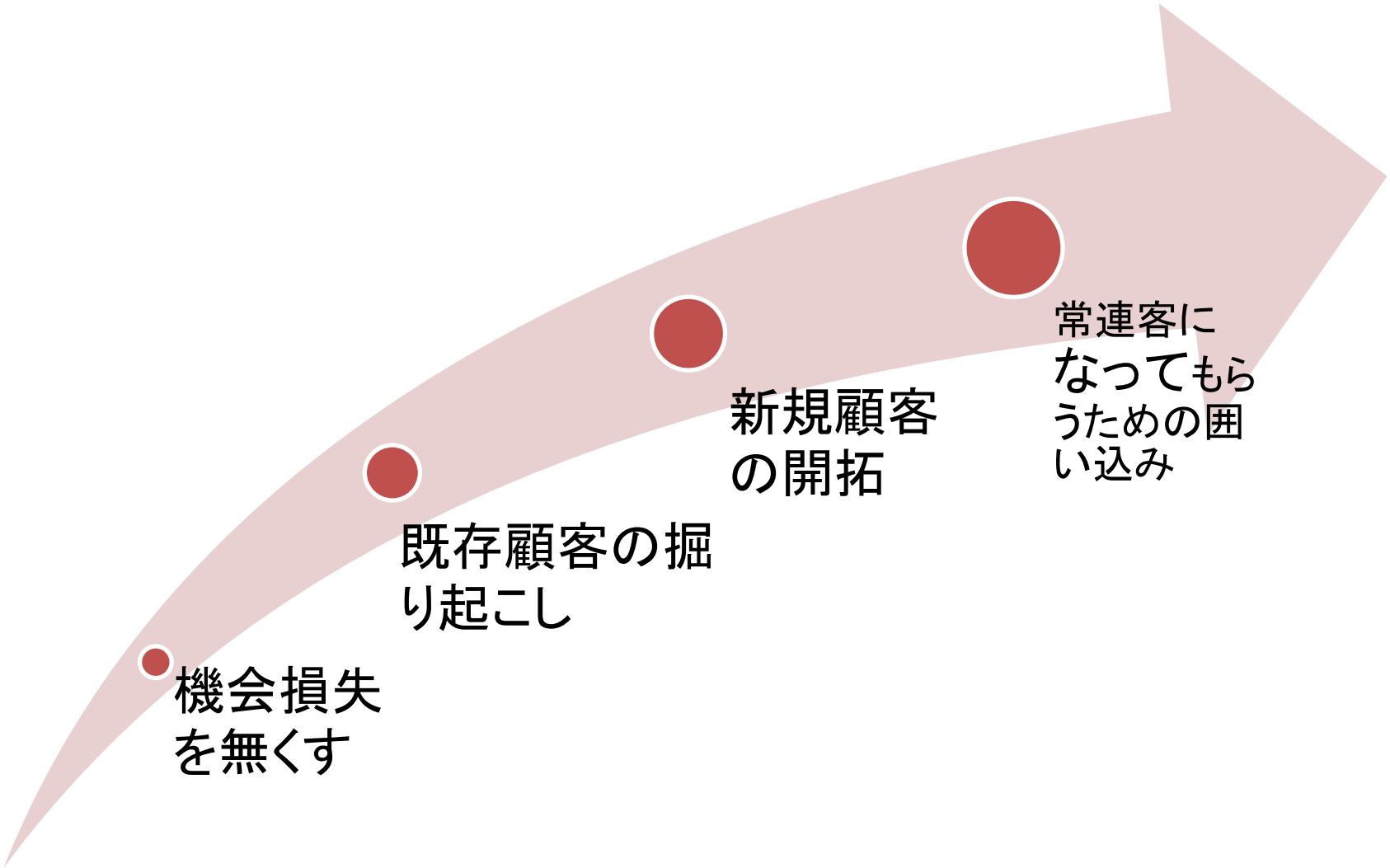売上アップの基本的な流れ